SYSTEMS AND METHODS FOR ASSIGNMENT OF SALES LEADS

ABSTRACT OF THE DISCLOSURE

5   The invention provides systems and methods for processing sales leads. Illustratively, the invention provides a method of assigning sales leads in a network environment, the sales leads relating to persons interested in effecting a purchase, the method comprising: obtaining a lead, the lead including lead information relating to a person interested in effecting a purchase; loading the lead into a lead processing portion; determining if the lead is auto-assignable;

10   assigning the lead to a sales agent; and outputting the lead information over the network environment to a lead distribution portion, so as to be accessible to the sales agent.